

STRATEGIES FOR EXPORT GROWTH

ABOUT LITECURE, LLC. LiteCure designs and manufactures medical devices for medical and veterinary healthcare professionals. LiteCure's technology has been driven by sound scientific understanding - combining physics, laser science, and engineering to provide advanced laser technology and innovative solutions to the healthcare industry. This sound basis in science has enabled LiteCure to develop patented technology that provides healthcare professionals with the most advanced therapeutic technology. Located in Newark, Delaware, LiteCure has around 22 employees.

THE CHALLENGE. LiteCure was looking to make stronger sales growth in international markets. The company participated in an Export Roadshow facilitated by various export resources throughout Delaware as part of a state-sponsored trade mission. Resource partners on the roadshow recommended LiteCure attend an ExportTech program to make sure they were applying the right resources to the right market.

MEP CENTER'S ROLE. LiteCure chose to enroll in the ExportTech program delivered by the Delaware Manufacturing Extension Partnership (DEMPEP), part of the MEP National Network. ExportTech is a national program created at the U.S. Department of Commerce to help companies strategically plan for developing business in international markets.

DEMPEP partners with numerous export resources to co-host ExportTech events, including the U.S. Export Assistance Center-Philadelphia, Global Delaware, World Trade Center-Delaware, and the Small Business Administration, along with sponsors FedEx and Fulton Bank. These strategic planning sessions help companies find the right markets and develop roadmaps for entering those markets with optimized results.

After participating in ExportTech, LiteCure developed a new strategy for significant market penetration in Germany, and implemented improvements that increased the company's sales growth in Denmark and Korea.

"Learning from experts showed us what we did not know. We had been fairly successful in export sales prior to taking the class. Getting practical advice on contract structure, financing options, and marketing strategies helped us get more effective and professional. Would recommend this course to any company looking to accelerate sales overseas."

-Andy Wood, Vice President International Sales

RESULTS



\$130,000 in sales growth in Denmark



\$275,000 in sales growth in Korea



New strategy for market penetration in Germany

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